GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

HM&FW Department –YOGANDHRA CAMPAIGN 2025 and Celebration of International Day of Yoga (IDY) 2025 – Allocation of Duties and activities to the Senior Officers in HM&FW Department –Orders –Issued.

HEALTH MEDICAL & FAMILY WELFARE (F) DEPARTMENT

G.O.RT.No. 306 Dated: 26-05-2025
Read:

From the Director of Ayush, A.P., Vijayawada, e-file No.2840938.

***

ORDER:

Government of Andhra Pradesh has launched YOGANDHRA 2025 campaign from 21.05.2025 to 21.06.2025 and decided to conduct the celebrate the International Day of Yoga(IDY) on 21.06.2025 prestigiously. The Hon'ble Prime Minister is attending the IYD at Visakhapatnam. In order to make Yoga popular and motivate the people to practice Yoga, participate in IYD program and making Yoga as part of their life for good health and wellness, Government had decided to take up one month Yogandhra campaign. In order to conduct the mega program successfully, it is decided to involve all the Senior Officers in HM&FW Department in making arrangements.

2. Therefore, Government hereby order, allocating the duties to the Senior Officers in HM&FW Department as follows:-

Sl.No.	Name and Designation of the Officer	Activities
1	Sri G. Veerapandian, IAS Commissioner of Health & Family Welfare	1. Overall in-charge for the Hon'ble Prime Minister Program in Visakhapatnam on June 21st, 2025. 2. Responsible for liaisoning with PMO, CMO and all the departments, event managers and other agencies involved in the event, to ensure all arrangements are made as per the protocol. 3. Responsible for coordination with District Administration and all other departments for the successful conduct of program. 4. To ensure all arrangements are made as per the scale and need of the program in view of the Governments desire to create a world record.
2	Sri P.S.Girisha, IAS Managing Director, APMSIDC	1. Responsible for the mobilization of yoga enthusiasts for the Hon'ble Prime Minister program. 2. Responsible for coordination with public transport agencies and other concerned departments like Education, MEPMA, SERP, GSWS for ensuring smooth movement of public.

		3. To prepare a public mobilization and movement plan in coordination with District Administration and Police Department. 4. To make arrangements for the accommodation, food and other amenities in coordination with the concerned departments that are necessary in transit and in the place of stay for the yoga enthusiasts. 5. In-charge of all the procurements pertaining to Yogandhra.
3	Dr. A.Siri, IAS Director of Secondary Health	1. Responsible for monitoring all the district level activities of Yogandhra – 2025 in coordination with district administrations. 2. Responsible for achieving the target of 2 Cr registrations in coordination with District administration and various departments like MEPMA, SERP, GSWS and Education. 3. Prepare an action plan for ensuring the achievement of target of registration. 4. Responsible for successful conduct of Yoga Competitions in all the districts and organizing State Level program at Amaravati. 5. Oversee the organization of Thematic yoga demonstration and Yoga in Iconic/Tourist destinations in coordination with respective District Collectors.
4	Sri K. Dinesh Kumar, IAS Director of AYUSH	1. Responsible for coordination of all activities pertaining to Yogandhra campaign and HPM Program. 2. Responsible for liaisoning with various yoga associations across the country and their successful participation in the campaign. 3. In-charge of the War room established for the purpose of Yogandhra. 4. In-charge for all the data and reporting. 5. In-charge for liaisoning with Guiness agencies and all activities associated with it. 6. In-charge for preparation of guidelines and standard operating procedures of the entire campaign. 7. In-charge for development of portal, web application and all other technical issues. 8. Budget and financing for the campaign in coordination with State Government.
5	Dr. K.Neelakanta Reddy,IAS Project Director, APSACS	1. Responsible for Social Media Campaign, IEC Activities and Outreach activities of the Yogandhra Campaign and IDY at Vizag. 2. Coordination with I&PR team for framing the guidelines of social media campaign.

		3. Daily coverage of campaign in digital, print, electronic and Social Media. 4. Utilisation of social media influencers. 5. Issuance of Press notes, preparing notes for press briefing etc.
6	Dr. K. Padmavathi Director of Public Health & Health Family Welfare	1. In-charge for overseeing the Training Module of Yogandhra Campaign in coordination with Moraji Desai National Institute of Yoga. 2. Overseeing Registration of Master Trainers and Registration of Trainers. 3. Organizing training as per the schedule in coordination with Collectors. 4. Overseeing the quality of training. 5. Issuance of Certification to successful trainees in coordination with technical team. 6. Responsible for issuance of at least 20 L certificates for the successful citizens.
7	Dr. DSVL Narasimham Director of Medical Education	1. In charge for overlooking the medical arrangements for the HPM programme in Visakhapatnam. 2. Provision of Medical Assistance during the campaign events and IDY 2025. 3. Provision of Medical Assistance during IDY Celebrations at Vishakhapatnam.

3. The officers above shall ensure to involve the activities / duties allotted to them together coordination, for making this prestigious program a grand success.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

M T KRISHNA BABU
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
All the officers concerned.

Copy to:

The OSD to Minister for HFW&ME.
The PS to Spl.CS to Government, HM&FW Department.
The PS to Secretary to Government, HM&FW Department.
Sc

//Forwarded :: BY Order//

SECTION OFFICER